The bell tolls for Fred Silverman
Jawing to a draw on advertising boycott

Broadcasting Jul 6

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The Week in Brief

TOP OF THE WEEK

SILVERMAN OUT, TINKER IN ☐ Resignation of NBC's president and chief executive coincides with Bradshaw's takeover as RCA chairman. MTM Enterprises founder becomes chairman and chief executive of NBC. New president is to be named later. **PAGE 23.** A look at track record of Silverman whose programing expertise took him to top before fall. **PAGE 24.**

TOP GUNS FOR NBC NEWS ☐ Tom Brokaw and Roger Mudd will co-anchor *NBC Nightly News* beginning next April. John Chancellor will be commentator. ABC and CBS beef up their news plans. **PAGE 26.**

BIG BLOW FOR BROADCASTERS ☐ Supreme Court upholds FCC ruling in Carter-Mondale case that said networks violated reasonable access in denying time to candidates. Court majority rejects First Amendment argument. **PAGE 27.**

WILDMON CLAIMS VICTORY ☐ Boycott is called off because of advertisers' attempts to cooperate, coalition chairman says. **PAGE 28.** But elsewhere there is question whether coalition or coincidence was responsible for changes in TV. **PAGE 29.**

PLUM FOR DOLAN ☐ Cable franchise grant in affluent Fairfield county, Conn., is going to Cablevision of Connecticut. With Dolan are Scripps-Howard and black investment group. **PAGE 30.**

MEDIA

EXHORTING THE TROOPS ☐ Friendly warns PBS meeting that public broadcasting is endangered species that must make more effort to survive. Grossman emphasizes that new technologies are not substitutes for good program content. **PAGE 31.** Oaks defends corporate underwritings, federal subsidies. **PAGE 34.** Public Subscriber Network gets go-ahead in Cincinnati. **PAGE 34.**

LAW & REGULATION

FCC OUTPUT ☐ Commission rejects RCA Americom tariff revision, rules on cable obscenity challenge and divestiture in Michigan, declines to make decision on AM retransmission by FM translators, permits more antenna height in Puerto Rico and Virgin Islands. **PAGE 43.**

BUSINESS

REAGAN DISCIPLE ☐ James C. Miller III, designated to be FTC chairman, is viewed as sympathetic to business with a very healthy respect for the free market. **PAGE 53.**

ALTER'S ADVICE ☐ President of Cabletelevision Advertising Bureau discusses financial facts of life for CATV and suggests co-op ventures to enhance revenues. **PAGE 58.**

JOURNALISM

DUPED ☐ Washington-area broadcasters are taken in by false notification that Mayor Barry had been shot. **PAGE 59.**

PROGRAMING

UNION CRISIS EASES ☐ Members of Directors Guild of America vote overwhelmingly to accept new package that includes across-the-board, three-year, 39% increase, in minimum compensation and provision for pay TV monies. There's hope for settlement with Writers Guild of America as talks resume. **PAGE 62.**

TECHNOLOGY

ECONOMY WIRING ☐ Times Fiber unveils its new "mini-hub" fiber optics system that company claims will lessen installation problems in high-density areas. **PAGE 66.**

1968

THE 'BROADCASTING' YEARS ☐ America's frustrations with war, domestic riots and assassination were focal points of broadcast journalism. The violence also caused concern about TV programing as an instigator. And late in the year, after posting a warning to Congress, the FCC said it was going to authorize pay TV on a national scale. **PAGE 71.**

PROFILE

SPREADING THE GOSPEL ☐ David Gergen is in his third tour at the White House, espousing the administration's line. His ability to do that successfully is reflected in his new assignment as assistant to the President for communications. **PAGE 93.**

Index to departments

Bottom Line	58	Closed Circuit	7	In Sync	67	Open Mike	16
Business Briefly	8	Datebook	18	Intermedia	42	Playback	66
Changing Hands	60	Editorials	96	Monday Memo	21	Stock Index	56
		Fates & Fortunes	89	Monitor	64	Washington Watch	46
		For the Record	76	News Beat	59	Where Things Stand	10

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Index to advertisers ■ Accuracy In Media 20 ☐ Blackburn & Co. 60 ☐ Broadcast Audio 6 ☐ Broadcast Electronics 57 ☐ Broadcast Personnel 89 ☐ Columbia Pictures 40-41 ☐ Continental Electronics 75, 79 ☐ Creative Factor 14 ☐ Drake-Chenault 17 ☐ Fetzer Stations 70 ☐ Gabriel Awards 75 ☐ Harrington, Righter & Parsons 54-55 ☐ Harris 39 ☐ Harte-Hanks Communications Inside Front Cover/Page 3 ☐ Robert E. Lee 27 ☐ Robert O. Mahlman Inc. 62 ☐ Media People 9 ☐ George Moore 77 ☐ NEC Inside Back Cover ☐ Osmond TV Sales Back Cover ☐ PLM Enterprises 78 ☐ RCA 32-33 ☐ RKO Radio Network 47-52 ☐ Radio Advertising Bureau 4 ☐ Richter-Kalil & Co. 63 ☐ Satellite Music Network 44-45 ☐ Storer 12-13 ☐ Syndicast Service 37 ☐ T.A. Associates 61 ☐ D.L. Taffner Ltd. 22 ☐ Tandem 11, 15 ☐ William B. Tanner 91 ☐ Edwin Tornberg & Co. 76 ☐ Warner Brothers Television Front Cover ☐ Westwood One 8 ☐

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Ratings Roundup

Ratingwise, the week ended June 28 is one NBC-TV would probably rather forget.

While CBS-TV came through with a prime-time 14.4 rating/29 share and ABC-TV averaged a 13.3/27, NBC sank to a 10.9/22. It was NBC's lowest score since the Democratic convention week last August.

During the week NBC was first on Wednesday, second on Sunday and third for the remaining five nights.

Particularly dismal was NBC's Friday performance when *Harper Valley* (11.3/26), *Sanford* (8.0/17) and a two-hour *Buck Rogers* (6.7/14) meant a 7.7/16.3 for the night. The network also failed to break a 10 rating on Thursday (9.2/19) and Saturday (8.7/19.5).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC, Wednesday. The highest nightly score was earned by ABC on Tuesday with *Happy Days, Laverne and Shirley, Three's Company, Too Close for Comfort* and *Hart to Hart*, averaging a 17.6/33.2. NBC's Friday had the lowest score.

It was another week of summer reruns, this time with only eight originals out of a three-network lineup of 66 shows. Among the originals were two documentaries. ABC News fared well with its *Closeup: When Crime Pays* hour (14.9/30) on Thursday. That same night, however, NBC rated poorly with its 90-minute *White Paper: When America Works America Works* (7.4/14).

Among the week's first-run shows, highest-rated was the ABC *Closeup*, coming in at position 26. And half of the originals fell in the last 10 positions: CBS's *Flo* and NBC's *Funtastic Hanna-Barbera Arena Show* special, *Sanford* and *White Paper*.

The First 20

1.	M*A*S*H (R)	CBS	20.2/37
2.	*Trapper John, M.D.* (R)	CBS	20.0/37
3.	*Three's Company* (R)	ABC	19.8/36
4.	*House Calls* (R)	CBS	19.6/36
5.	*Too Close For Comfort* (R)	ABC	18.8/34
6.	*The Jeffersons* (R)	CBS	18.7/34
7.	*Dukes of Hazzard* (R)	CBS	18.6/38
8.	*Alice* (R)	CBS	18.0/34
9.	*Facts of Life* (R)	NBC	17.8/33
10.	*Hart to Hart* (R)	ABC	17.7/32
11.	*CHiPs* (R)	NBC	17.6/37
12.	*Different Strokes* (R)	NBC	16.8/33
13.	*Lou Grant* (R)	CBS	16.8/30
14.	*Knots Landing* (R)	CBS	16.8/33
15.	*Laverne & Shirley* (R)	ABC	16.4/33
16.	*Taxi* (R)	ABC	16.4/31
17.	*Magnum, P.I.* (R)	CBS	16.3/31
18.	*Barney Miller* (R)	ABC	16.2/31
19.	*Bosom Buddies* (R)	ABC	16.0/33
20.	*Fantasy Island* (R)	ABC	16.0/33

The Final Five

62.	*Sanford*	NBC	8.0/17
63.	*Ed and the Bear* (R)	NBC	7.6/17
64.	*NBC White Paper: What America Works America Works*	NBC	7.4/14
65.	*Roots: The Next Generations* (mini-series) (R)	ABC	6.9/15
66.	*Buck Rogers* (two-hour) (R)	NBC	6.7/14

(66 programs rated)

USA Network sets additions to fill 24-hour schedule

Sports and 'Wall Street Journal' shows will be added to programing slate in October when service expands to around the clock

Manhattan's Market Diner, an all-night eatery where someone is always having breakfast, provided the backdrop for USA Network's announcement of its plan to start serving customers around the clock as well.

Starting in October, the program expansion will be coupled with the debut of several new series—*Scholastic Sports Academy, The Wall Street Journal Late News*, along with the previously announced *Better Homes and Gardens Idea Notebook* (BROADCASTING, June 8), and *Alive and Well* (BROADCASTING, Feb. 23).

Explaining the rationale behind the expansion, USA President Kay Koplovitz said cable systems affiliated with the basic cable network had expressed their interest in having 24-hour service from program suppliers. Koplovitz said that such service also provides the "best utilization of transponder space for a network."

Separately, USA noted that C-SPAN coverage of the House of Representatives, which has been carried on USA since its inception, will be moving to its own trans-

FOR SALE

WDRQ-FM

DETROIT, MICHIGAN

Charter Broadcasting, Inc., a subsidiary of the Charter Company, is entertaining bids in excess of $6 million cash. John Bayliss, President of Charter Broadcasting, Inc., has engaged the undersigned to act as exclusive Broker in this transaction.

Richter-Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050

band Clyde (4%), and Loren Preheim (45%) for $275,000. Seller is owned by James G. Meyers, Edward G. Kemmit and Kennith F. Smith. Smith also owns WWOO(FM) Berryville, Va. Others have no other broadcast interests. Clyde Griffith is former program syndicator in Philadelphia. His wife and Preheim are hospitable administrators. They have no other broadcast interests. Action June 17.

■ KGLC(AM)-KORS(FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Granted transfer of control of Ottawa County Broadcasting Inc. from Jeryl and Deann Smith (100% before; none after) to Mahaffey Enterprises Inc. (none before; 100% after) consideration: $700,000. Principals: Seller is owned by Jeryl L. Smith and wife Deann D. (44.1% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Buyer is wholly owned by John B. Mahaffey, who also owns KCIJ(AM) Shreveport, La., KDSX(AM)-KDSQ(FM) Denison/Sherman, Tex., 50% of KICA(AM) Clovis, N.M., 50% of KGRT(AM)-KGRD(FM) Las Cruces, N.M. Action June 12.

■ WRDN-AM-FM Durand, Wis. (FM: 95.9 mhz, 930 w and 500 ft.)—Seeks assignment of license from WRDN Inc. to Marvette J. Hagevik for $435,000. Seller: principally owned by Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and sold, subject to FCC approval. KDAN(AM) South St. Paul, Minn. (BROADCASTING, March 2). Buyer: Marvette J. Hagevik (100%), physical education & health instructor in Spring Lake Park Junior High School, who has no other broadcast interests. Her husband, Bruce Hagevik, is newsman at WCCO(AM) Minneapolis. Action June 12.

Facilities Changes

AM applications

■ KJEM(AM) Bentonville, Ark.—Seeks CP to increase D power from 500 w to 5 kw. Ann. June 22.

■ WLAB(AM) St. Pauls, N.C.—Seeks CP to change frequency from 1060 khz to 1080 khz and increase power to 5 kw-2.5 kw (CH). Ann. June 17.

■ KJBC(AM) Midland, Tex.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-N; change frequency from 1150 khz to 1180 khz, and make changes in ant. sys. Ann. June 22.

FM applications

■ KSIQ(FM) Brawley, Calif.—Seeks modification of CP (BPH-790226AE) to make changes in ant. sys.; change type ant.; decrease HAAT to 207 ft. (H&V) and change TPO. Ann. June 23.

■ KDNO(FM) Delano, Calif.—Seeks CP to decrease ERP to 8.05 kw (H&V); increase HAAT to 412 ft. (H&V) and change TPO. Ann. June 23.

■ WATD(FM) Marshfield, Mass.—Seeks modification of CP (BPH-10977) to make changes in ant. sys.; change TL to Grove Street, Marshfield; change SL and RC to 440 Grove Street; change type ant. (H&V); decrease ERP 1.26 kw (H&V); increase HAAT to 460 ft. (H&V) and change TPO. Ann. June 23.

■ KFMS-FM Las Vegas, Nev.—Seeks modification of CP BPH-791025AN) to make changes in ant. sys.; change TL to North slope of Black Mountain, near Henderson, Nev.; change type trans.; change type type ant. (H&V); increase HAAT to 1180 ft. (H&V) and change TPO. Ann. June 23.

■ KSKD(FM) Salem, Ore.—Seeks CP to change TL to 3.1 miles southwest of Scotts Mills, Ore.; decrease ERP to 88.60 kw (H&V); increase HAAT to 1099 ft. (H&V) and change TPO. Ann. June 23.

■ WKDF(FM) Nashville, Tenn.—Seeks CP to make changes in ant. sys.; change TL to Johnson Chapel Road 1.9 miles west of Highway 431N, near Brentwood, Tenn.; change SL and RC to 506 2nd Avenue, South Nashville; change type trans.; change type ant. (H&V); decrease ERP to 16.0 kw (H&V); increase HAAT to 1241 ft. (H&V) and change TPO. Ann. June 23.

■ KONA-FM Kennewick, Wash.—Seeks CP to install aux. ant. (H&V) on main tower, to be operated with ERP: 10.0 kw (H&V); HAAT: 1031 ft. (H&V) and change TPO. Ann. June 23.

■ WISQ(FM) West Salem, Wis.—Seeks modification of CP (BPH-780929AP), as modified to decrease ERP to 1.58 kw (H&V); increase HAAT to 394 ft. (H&V) and change TPO. Ann. June 23.

AM actions

■ KVON(AM) Napa, Calif.—Granted modification of CP to expand MEOV's limits in specified sector (D pattern). Action June 11.

■ WKDE(AM) Altavista, Va.—Granted CP to make changes in ant. sys. (increase height of tower). Action June 3.

FM actions

■ * KESP(FM) Eureka Springs, Ark.—Dismissed CP to increase ERP to 100 w; HAAT 269 ft. Action June 17.

■ KBIG-FM Los Angeles—Granted CP to make changes in ant. sys.; change type ant. (aux.) (H&V); decrease ERP to 36.2 kw (H&V) and change TPO (for auxiliary purposes only). Action June 4.

■ KEWE(FM) Oroville, Calif.—Granted CP to decrease HAAT to 159 ft. Action June 4.

■ WEZN(FM) Bridgeport, Conn.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 28.2 kw (H&V); increase HAAT 668 ft. (H&V) and change TPO. Action June 10.

■ WPLR(FM) New Haven, Conn.—Granted CP to increase ERP to 14.1 kw (H&V) and change TPO. Action June 10.

■ WWYZ(FM) Waterbury, Conn.—Granted CP to increase ERP to 17.8 kw (H&V) and change TPO. Action June 10.

■ WFMS(FM) Indianapolis—Granted CP to make changes in ant. sys.; change TL to 9301 East Burk Road, Indianapolis; change type ant. (H&V); decrease ERP to 13.0 kw (H&V); increase HAAT to 990 ft. (H&V) and change TPO. Action June 3.

■ WLMD(FM) Laurel, Md.—Dismissed CP to make changes in ant. sys. Action June 12.

■ WCOZ(FM) Boston—Granted CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 7.71 kw (H&V); decrease HAAT to 1053 ft. (H&V) and change TPO. Action June 4.

■ *WVAC(FM) Adrian, Mich.—Granted CP to change frequency to 107.9 mhz; ERP to .01304 kw; HAAT to 80 ft., and make changes in ant. sys. Action June 4.

■ WVLA-FM Coldwater, Miss.—Dismissed CP to increase HAAT: 325 ft. (H&V); change type ant. (H&V) and change TPO. Action June 8.

■ KIDS(FM) Palmyra, Mo.—Granted modification of CP to change TL to two miles south of Palmyra and one mile east of Highway 24/61, Palmyra; change ERP to 2.0 kw (H&V); change HAAT to 356 ft. (H&V) and make changes in ant. sys. Action June 4.

■ KCMI(FM) Terrytown, Neb.—Dismissed modification of CP (BPH780817AD); change TL to Highway 71, approximately 9.2 miles north of Scottsbluff; increase ERP 0.95 kw (H&V); HAAT to 539 ft. (H&V) and make changes in ant. sys. Action June 17.

■ KILA(FM) Henderson, Nev.—Granted CP to change TL to 2.14 miles S.W. of Henderson city hall on Black Mountain (also known as Henderson Mountain), Henderson; increase HAAT to 1160 ft. (H&V) and change TPO. Action June 4.

■ WBGO(FM) Newark, N.J.—Dismissed CP to change TL to Montclair State College, Montclair, N.J.; increase ERP: 2.35; HAAT: 400 ft.; install new type trans.; make changes in ant. sys.; increase height. Action June 17.

■ KOB(AM) Albuquerque, N.M.—Dismissed modification of CP (BP-20,935, as modified) to change from 50 kw, DA-N to 50 kw, noon-DA. Action June 9.

■ WMEX(FM) Clyde, Ohio—Granted modification of CP to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62, S.E. of Clyde; specify SL and RC to 1859 West McPerson, Clyde. Action June 3.

■ *WITF-FM Hershey, Pa.—Granted request for sub-

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses

TEXAS

	PRICE	DOWN
Fulltimer+ Class C-FM	$925M	$400M
Less than 8 times cash flow		
Fulltimer+ Class C-CP	$700M	$350M
7 times cash flow		
Strong fulltimer	$800M	NEG.
Large college market		
Fulltimer+ Class C-FM	$1,500M	CASH
Includes new studio equipment		

ARKANSAS

Daytimer & FM	$450M	$130M
Excellent cash flow		
Plenty Potential		

George MOORE & Associates, Inc.

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